Project: Alliance Data Presentation Builder

Service: Customized Presentation Web App

Role: Primary Designer / Art Direction

Alliance Data Systems delivers branded credit programs that drive sales and build loyalty between clients and customers that ultimately grow businesses. They are a marketing company that excels in delivering the right messages to the right clients at the right time. This presentation builder brings those interactions to reality while maintaining a fully customizable and braded experience. Having handled this project from UX flows and wireframes to overall UI design, it proved to be a challenging task. More so, it was an incredible learning experience.